

The **EAT SMART. PLAY HARD.™** Campaign has been refreshed and refocused with new resources and a stronger brand identity. The Campaign tools and resources can be used to support your efforts to reach kids, their families, and the community!

The Campaign spokescharacter, Power Panther, has undergone a makeover and is now older, stronger, wiser, and more powerful. He is now joined by his nephew, Slurp who adds a “comic relief” and appeal for younger kids. We have also updated your favorite **EAT SMART. PLAY HARD.™** materials.

Power Panther will continue to travel across the country to visit children and their families to encourage and motivate them to eat smart and play hard. Power Panther is ready to help State and local communities adopt a healthier lifestyle by following the recommendations in MyPyramid.

Together, the revitalized **EAT SMART. PLAY HARD.™** brand and resources provide a mechanism to reinvigorate national, State and local efforts to encourage healthy eating and physical activity through the nutrition assistance programs. The Campaign’s resources promote the following key behaviors using targeted messages that can support numerous nutrition education efforts.



Behavior	1. Eat fruits, vegetables, whole grains and fat-free or low-fat milk products every day.
Messages	<ul style="list-style-type: none"> <li>• Power Up with Breakfast</li> <li>• Grab Quick and Easy Snacks</li> </ul>
Behavior	2. Be physically active every day as part of a healthy lifestyle.
Messages	<ul style="list-style-type: none"> <li>• Move More. Sit Less.</li> <li>• Make Family Time An Active Time</li> </ul>
Behavior	3. Balance calorie intake from foods and beverages with calories expended.
Messages	<ul style="list-style-type: none"> <li>• Be a Role Model</li> <li>• Balance Your Day with Food and Play</li> </ul>